

## Redevelopment at work!

In the City of Riverside, Redevelopment is an essential source of funding dedicated solely to meeting the needs of our own community. Redevelopment allows our City to retain a portion of existing property assessments and mark them specifically for local investment — *without raising taxes*. In this challenging economic time, it is more important than ever to understand where our money goes and make every penny count.

Unlike sales tax or state-allocated funding sources, Redevelopment money is generated locally and spent locally! It is the most effective tool our City has to create jobs, fight blight, maintain vital infrastructure and keep our parks, libraries and neighborhoods healthy, attractive and thriving.



Thanks in large part to Redevelopment funds, Riverside is working well and looking great despite the fact that she is 128 years old. Over time all cities need redevelopment and for Riverside it's that financial investment that refurbishes roads and necessary utilities, such as aging water and sewer lines. It has been used

to fund grade separations to ease growing traffic concerns, improve access for the disabled in public areas and assist local businesses with façade improvements.

If you stop and think about it, virtually everyone in Riverside has benefited from Redevelopment investment in one way or another. Some of the key areas that have been improved are the Riverside Plaza, Galleria at Tyler, University Corridor and historic Downtown. These efforts have included the removal of vacant, broken-down buildings owned by absentee landlords, restoration and reuse of historic structures, and facilitation of new development. This brings in new jobs and encourages private investment — the kind of economic infusion that creates community pride and satisfaction.

In addition to revitalizing the City's core commercial areas, Redevelopment has been used to improve the City's neighborhoods by funding libraries, parks, community and senior centers, and affordable housing. It has been an invaluable funding source for the Riverside Renaissance, providing over \$70 million to help implement this historic initiative. In the last five years over 60 public improvement projects have been completed, which include the Arlanza Library, La Sierra Senior Center, and Tyler Street Improvement Project, just to name a few. And, of course, Redevelopment funds provide support for other essential services such as local schools, police and fire, and our convention center.



While much has been accomplished, Riverside is still growing and still aging. The effort to refresh and revitalize our community is an on-going responsibility of local government and it's the localized Redevelopment funds that give Riverside citizens more direct control over their future.

*To learn more about how Redevelopment is bringing great things to your community, visit the City's Web site at [RiversideCa.gov/Redev](http://RiversideCa.gov/Redev)*

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# New initiative promotes regional investment

How do you create an environment that attracts entrepreneurs and provides them with the resources they need to succeed? Riverside entrepreneur Amro Albanna believes he's found a creative way to do just that in the Innovation Economy Initiative (IE Initiative), a multi-pronged approach to technology-based economic development that creates a unique partnership between public, private and educational institutions.

The IE Initiative involves several players. Avisio, Inc. is a publicly-traded company that licenses research from local universities and provides them with the necessary capital and resources to create a company. Another vital component to the success of the initiative is IE Connect, a web portal that combines education, coaching, and a wide range of services to entrepreneurs and businesses that want to take their ideas to the next level.

Since its launch last year, IE Initiative has already created three companies from research licensed through UCR. One example is Olfactor Laboratories, Inc., a majority-owned subsidiary of Avisio, Inc., which is developing a natural repellent or trap for mosquitoes. Based on research

by UCR professor Anandasankar Ray, Olfactor Laboratories, Inc. has established a research lab to study mosquitoes and how they detect carbon dioxide. This "insectary" is the first of its kind in the region.

Amro believes the IE Initiative holds the key to promoting the region and all of the assets it has to offer. "This is the right idea, the right time and the right place," Amro said. "Just as the City's Renaissance Program was an investment in Riverside's physical infrastructure, the IE Initiative is an investment in the City's technology infrastructure."



## Riverside continues to attract more jobs!



As we continue to compete against other states to keep and attract businesses, it is no minor feat that Riverside has landed several of the region's most significant projects. The success comes largely in part from the City's proactive approach to business development, strong relationships with local commercial real estate professionals, municipally-owned public utilities, and our unparalleled self-investment strategy through Renaissance and redevelopment projects. In the last six months, over 900 jobs have been attracted or retained in Riverside, not

including the associated construction jobs or other economy-enhancing ripple effects.

One of the most notable projects still under construction is located at 1001 Columbia Avenue in the Hunter Business Park area of Riverside. This refrigerated warehouse/packaging facility, sized at over 500,000 square feet and operated by Castle and Cooke, Inc., will bring 300 new permanent, full-time jobs to Riverside.

Just down the street, CarbonLITE Industries is readying their building on Michigan Court for a high-tech plastics recycling operation that will create an estimated 80 jobs by the end of 2012.

Almost as important as creating new jobs is retaining the ones that currently exist in the area. A recent win for Riverside came when JBT Foods, a manufacturer of protective fruit coatings, announced it would be staying in Riverside after an extensive search that nearly forced the company

to leave the City because of its unique requirements and short timeframe to identify a new location.

And although new to Riverside, the relocation of two major employers to the City has saved hundreds of jobs from leaving this region. AMA Plastics was being courted by another state, but instead chose to relocate and expand in Riverside – keeping their current workforce of 200 in place and adding another 100 or more jobs as part of their expansion. In addition, the State Insurance Compensation Fund chose to consolidate to its new location on Day Street in Riverside, keeping 130 professional and administrative jobs in the Riverside area.

Several other projects – with a potential of another 500-1,000 jobs – are in the pipeline. When it comes to locating in California, the City of Arts & Innovation is proving to stand out as the location of choice for companies.





## Redevelopment's Commercial Improvements Program in action

The City's Redevelopment Agency is excited to announce the completion of two façade improvement projects thanks to redevelopment funds. Mrs. Bubbles and Olivia's Mexican Restaurant were recipients of matching funds provided by the Agency's Commercial Improvement Program (CIP).

Olivia's Mexican Restaurant, located in Arlington Village, applied for a CIP grant in order to make their restaurant more attractive. With the help of CIP funding, the owners were able to improve the exterior façade with new paint, lighting, retractable awnings, a wrought iron fence and an attractive outdoor eating space along Magnolia Avenue.

In Magnolia Center, the Mrs. Bubbles building was in need of exterior improvements. Built in the 1920's, the building is one of the oldest structures in Magnolia Center.

With the help of CIP funding, the building owners were able to improve the building's exterior façade by removing the tile roof and exterior signs and installing new signs, cornice, exterior lighting and awnings.

The construction projects were run by a local company and employed 27 individuals at prevailing wages, showing the Agency's commitment to funding projects that return jobs to our economy.

The goal of the CIP is to assist local property and business owners with the costs of upgrading the exterior of buildings located in one of the City's six Redevelopment Project Areas. Eligible recipients receive grant rebates up to 90% of the total project costs not to exceed \$25,000 and \$3,000 for architectural design.

*For information regarding the CIP, please call 826-5649 or visit [RiversideCa.gov/DevDept](http://RiversideCa.gov/DevDept)*

## Energy grant helps make Riverside "greener"

Riverside is proud to announce that it has replaced its energy zapping heating and cooling systems with new, high-efficiency systems thanks to a new Federal grant.

The Energy Efficiency and Conservation Block Grant (EECBG) Program provided the City with \$300,000 to make the energy switch, saving the City an estimated 122,000 kilowatts of energy (the amount of energy needed to burn 1,671 light bulbs 24 hours per day for an entire month). Other improvements will save water and reduce pollution.

Retrofits include the replacement of an 18-year-old boiler at City Hall with two better fuel-efficient models; air conditioners throughout the City that save energy and cut pollution; water pumps at City Hall that will enable the building to match actual water output with demand, saving water and energy; and digital control systems installed to automatically control the heating and cooling of various City facilities to ensure optimal savings and a reduction in pollution.

City officials said the Department of Energy grant funds have helped to advance our environmental efforts to make Riverside a truly green city. City facilities are an example for the rest of Riverside to follow.

The Department of Energy EECBG Program, funded by the American Recovery and Reinvestment Act (Recovery Act) of 2009, represents a priority to develop, promote, implement and manage energy efficiency and conservation projects and programs, and create and retain jobs.

## City announces new Web site for GTV viewers



Riverside's Government TV (GTV) channel is now as close as your computer keyboard. GTV, which broadcasts City Council meetings and videos about the City, unveiled its own Web site January 20. In addition to the new Web site, GTV airs on Channel 3 for Charter subscribers, Channel 21 on Verizon Fios and Channel 99 on AT&T.

The site gives viewers a chance to see what is being currently broadcast on the all-day city channel and carries an extensive archive of past shows which include: "Riverside Today," "Riverside Connected," "Flavors of Riverside," "My Kind of Town," "Active Riverside" and "Historic Destinations," as well as past weekly City Council meetings. All the original local programming is produced by the video team in City Hall.

*To start your GTV viewing, go to [RiversideCa.Gov/Video](http://RiversideCa.Gov/Video)*

# THE GREEN PAGE

## Project helps reduce water use at RFD Station 5

Last month, Riverside's Fire and Public Utilities departments teamed up with irrigation specialists from The Toro Company to retrofit landscape watering devices at the City's Fire Station 5.

The water-wise retrofits performed at the Airport Neighborhood station, located at 5883 Arlington Avenue, included switching out high water use sprinklers heads and rotors with Toro's high efficiency rotors, drip irrigation products and patented Precision™ Series Spray Nozzles, which provide up to 30 percent in water savings per sprinkler head without adjusting sprinkler controllers or run times.

"This was the first step in

making all of our fire stations more water efficient" said Riverside Fire Department Chief Steve Earley. "We wanted to make Station 5 a model example for our other 13 fire stations to show what can be done to reduce our landscape water use."

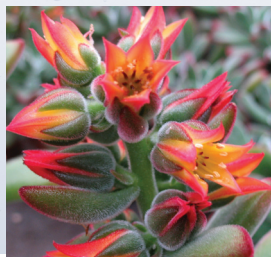
The work included replacing about 80 percent of Station 5's irrigation system. A weather-based irrigation controller (or WBIC) was installed, which can automatically adjust the station's irrigation schedule based on weather conditions.

"More than half of the water used in our city every day is for outside irrigation," said Riverside Public Utilities' Assistant General Manager for Water, Kevin Milligan.

"Demonstration projects like these can show RPU customers how easy it is to use efficient products to conserve water that can add up to big savings on their utility bills."

Riverside Public Utilities offers its water customers rebates for installing water efficiency measures like WBICs and high-efficiency sprinkler nozzles, and next month will provide FREE Toro Precision Series nozzles to customers (while supplies last) via their FreeSprinklerNozzles.com water conservation program Web site.

*For more information on water-saving tips and rebate programs offered by the City of Riverside, visit [BlueRiverside.com](http://BlueRiverside.com)*



## Use Your Tree Power



It's that time of year again - time to get the shovel out and prepare to plant shade trees that can help cut your summer cooling costs.

Riverside Public Utilities will get you started with one free shade tree (up to \$25 in value) with its annual Free Shade Tree Coupon on the back of next month's utility bill. Simply take your March RPU bill\* to one of four participating nurseries listed to redeem your coupon by June 30.

Riverside has nearly met its goal of planting 100,000 shade trees in 10 years. Since 2001, RPU has provided more than 87,000 free shade trees to customers that help reduce energy use and greenhouse gas emissions while beautifying our community.

You can use your tree power and help the city meet the 100,000 tree challenge. For complete details on RPU's annual free shade tree program, and for information on its year-round Tree Power Rebate Program, which offers rebates on up to five additional shade trees purchases each year, visit [RiversidePublicUtilities.com](http://RiversidePublicUtilities.com)

\*If you are an RPU paperless billing customer, check your March payment reminder E-mail for link to get a Free Tree Coupon.



# Community Events Calendar

## February

**13**  
**Speaker Series: Citrus 101**  
California Citrus State  
Historic Park  
2 p.m.  
For more info call 780-6222

**14**  
**Preschool Storytime**  
Arlanda Library  
3:30 p.m.  
For more info call 683-0389

**15**  
**Margarita Cabrera**  
**Pulso y Martillo**  
(Pulse and Hammer)  
UCR Sweeney Art Gallery,  
Ongoing Exhibit  
noon – 5 p.m.  
For more info call 827-3755

**Games Day for Kids**  
Eastside Library  
4 – 5 p.m.  
For more info call 684-8347

**17**  
**ODC/Dance Performance**  
UCR University Theatre  
8 p.m.  
For more info call 827-4331

**18**  
**Third Friday Block Party**  
Downtown Riverside  
5 – 8 p.m.  
For more info call 682-9102

**Stuart Little**  
Riverside Community Players  
7 p.m.  
For more info call 686-4030

**A Prophet** (Un prophete)  
Free Film Screening  
Culver Center of the Arts  
7 p.m.  
For info call 827-1467

**19**  
**Riverside Raincross**  
**5K Run/Walk**  
Fairmount Park  
7:30 a.m.  
For more info call 826-2000

**Free Movie for Kids**  
Arlanda Library  
3 p.m.  
For more info call 683-0389

**20**  
**Bird Walk**  
California Citrus State Historic Park  
2 p.m.  
For more info call 780-6222

**Opera a la Carte presents**  
**The Mikado**  
Fox Performing Arts Center  
7 p.m.  
For more info call 779-9800

**21**  
**55+ Walkers Club**  
La Sierra Senior Center  
9:30 a.m.  
For more info call 351-6435

**23**  
**The Berenstain Bears**  
Fox Performing Arts Center  
10 a.m.  
For more info call 779-9800

**Family Storytime**  
Downtown Library  
11 a.m.  
For more info call 826-5201

**Information Session:**  
**How to do business**  
**with the City**  
City Hall, 7th Floor, Mayor's  
Ceremonial Room  
1 – 4 p.m.  
For more info call 826-5561

**24**  
**Crime Free Multi-Housing**  
**Training RPD**  
Magnolia Police Station  
Community Room  
8 a.m. – 5 p.m.  
For more info call 826-5147

**25**  
**Seussical the Musical**  
The Lion Den Theater,  
Arlington High School  
7 p.m.  
For more info call 352-8316

**Intersect Dance Theatre**  
Landis Performing Arts Center  
8 p.m.  
For more info call 222-8100

**Volvor Film Screening**  
Culver Center for the Arts  
7 p.m.  
For more info Call 826-4787

**26**  
**Orangecrest Pony Baseball**  
**Grand Opening**  
Andulka Park  
9 a.m. – 3 p.m.  
For more info call 826-5674

**Inlandia Laughs 2011**  
Janet Goeske Senior Center  
8 p.m.  
For more info call 351-8801

**27**  
**Citrus Sampling**  
California Citrus State Historic Park  
2 p.m.  
For more info call 780-6222

**Free Movie for Kids**  
La Sierra Library  
2 p.m.  
For more info call 688-7740

## March

**1**  
**55+ Breakfast Club**  
La Sierra Senior Center  
9:30 a.m.  
For more info call 351-6435

**Preschool Storytime**  
Orange Terrace Library  
11 a.m.  
For more info call 571-0281

**2**  
**Tales and Tunes Storytime**  
Eastside Library  
5 p.m.  
For more info call 684-8347

**3**  
**Riverside Arts Walk**  
Downtown Riverside  
6 – 9 p.m.  
For more info call 682-6737

**Seussical the Musical**  
The Lion Den Theater,  
Arlington High School  
7 p.m.  
For more info call 352-8316

**4**  
**Games Day for Kids**  
Arlanda Library  
3:30 p.m.  
For more info call 683-0389

**Three Times**  
**Free Film Screening**  
Culver Center of the Arts  
7 p.m.  
For info call 827-1467

**Riverside Children's Theatre**  
**Seussical the Musical**  
Ramona High School Theater  
7 p.m.  
For more info please email  
info@riversidechildrenstheatre.org

**6**  
**First Sundays at**  
**Riverside Art Museum**  
1 – 4 p.m.  
For more info call 684-7111

**8**  
**55+ Reading Book Club**  
Dales Senior Center  
9 – 11 a.m.  
For more info call 826-2047

**Volunteer Center of**  
**Riverside County**  
**Mardi Gras Gala**  
Culver Center of the Arts  
6:30 – 9 p.m.  
For more info call 329-4734

**9**  
**Riverside Police Dept's**  
**Car Seat Fitting**  
Orange Street Station  
9 – 11 a.m.  
For more info call 826-5674

**11**  
**Riverside Certified**  
**Farmers' Market**  
Old Sears Parking Lot  
8:30 a.m. – 12 p.m.

**One Night of Queen**  
**performed by Gary Mullen**  
**and The Works**  
Fox Performing Arts Center  
8 p.m.  
For more info call 779-9800

**12**  
**New Thought**  
**Music Festival**  
Riverside Community Center for  
Spiritual Living  
7:30 – 10 p.m.  
For more info call 236-4592

**Benise: Spanish Guitar**  
Fox Performing Arts Center  
8 p.m.  
For more info call 779-9800

**13**  
**The Canadian Tenors**  
Fox Performing Arts Center  
2 p.m.  
For more info call 779-9800

**Speaker Series:**  
**Decline of Citrus**  
California Citrus State Historic  
Park  
2 – 4 p.m.  
For more info call 780-6222

**16**  
**Doty-Trust Groundbreaking**  
Corner of Campbell &  
Golden Avenues  
4 p.m.  
For more info call 826-2000

FOR MORE DETAILED INFORMATION ON RIVERSIDE EVENTS CHECK OUT **RiversideCa.gov**



**The Mikado**  
FEB. 20



**One Night of Queen**  
MAR. 11



**BENISE**  
MAR. 12



Tickets are on sale at the  
Fox Box Office or go online at:  
[www.FoxRiversideLive.com](http://www.FoxRiversideLive.com)



**Downtown Farmers Market**  
**Riverside**  
**Saturdays**  
8 a.m. - 1 p.m.  
Main Street  
between Fifth and Sixth Streets



100 BEST COMMUNITIES



City of Arts & Innovation

## Riverside Outlook

February 2011

Published by the  
City of Riverside  
3900 Main Street  
Riverside, CA 92522

Mayor:  
Ronald O. Loveridge  
City Council Members:

|                  |        |
|------------------|--------|
| Mike Gardner     | Ward 1 |
| Andy Melendrez   | Ward 2 |
| Rusty Bailey     | Ward 3 |
| Paul Davis       | Ward 4 |
| Chris Mac Arthur | Ward 5 |
| Nancy Hart       | Ward 6 |
| Steve Adams      | Ward 7 |

City Manager:  
Bradley J. Hudson

# 826-5311

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# Riverside Raincross 5K Run/Walk at Historic Fairmount Park

**Saturday,  
February 19**

**7:30 a.m.  
2601 Fairmount Blvd.**

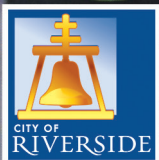
### 5K Run/Walk

\$25 per person after February 4, 2011

### 1K Youth Fun Run

\$15 per person after February 4, 2011

For more information or to register,  
visit [www.riversideca.gov/park\\_rec](http://www.riversideca.gov/park_rec)  
or call 826-2000.



HONORING RIVERSIDE'S  
SON OFFICER

**RYAN BONAMINIO**

City of Arts & Innovation  
Parks, Recreation and  
Community Services  
Department



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